

AMENDMENTS TO THE SPECIFICATION

Kindly amend paragraphs 002, 003 and 038 as shown below. The changes to paragraphs 002, 003 and 038 were made to correspond with drawing amendments made to Figure 1.

[002] Currently, web site analysis tools use uniform resource locators (URLs), page identifiers (page title, file type, directories), and content classification to identify web pages in a report. For example with reference to Figure 1, a web page access report ~~40~~ 100 is shown for a particular web site, e.g., a URL of <http://www.abcd.com>, and includes page identifiers listed in web page identifier column ~~42~~ 112, user information listed in user column ~~44~~ 114, and a count of individual web page accesses by particular users listed in click-through count column ~~46~~ 116.

[003] These types of identification lead to abstractions that can cause confusion as the web site grows and ages. For example, if multiple home pages were implemented for different types of user, they would be identified as home page 1, home page 2 and home page 3 (as shown in identifier column ~~42~~ 112) and classified as home page for customers, home page for partners, and home page for visitors. In this example, understanding the differences between the home pages would aid in analyzing return on investment (ROI), use of on-line services, response to promotions, and ease of navigation.

[038] With reference to Figure 4, the browser report 400 includes a central report region 402, similar to the report ~~40~~ 100 of Figure 1 of the prior art, and numerous thumb-print size web page images 404-413 located in the periphery surrounding

report region 402 and indicator lines connecting the thumb-print size web page images to the corresponding report region 402 entries. Exemplary indicator line 414 connects the sixth report entry having an identifier of "News: Press Release 3" with the thumb-print size web page image 409. Each of the other thumb-print size web page images is accordingly connected to its corresponding report entry.